

2013-2017

Public Health Improvement Plan

Kiowa County, Colorado

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Acknowledgements

The Kiowa County Public Health Improvement Plan is a collaborative effort of many organizations and providers in the community committed to improving the health of our residents. We would like to thank our partners for their input, expertise and support. The following organizations have participated in the development of this plan and will play a key role in its implementation.

- Kiowa County Public Health
- Southeast Health Group
- Weisbrod Memorial Hospital

Executive Summary

The Kiowa County Public Health and our partners present a thorough community based plan for improving the health of Kiowa County residents. The Public Health Improvement Plan (PHIP), 5-year process, involved substantial and significant input from Southeast Health Group and Weisbrod Memorial Hospital. The PHIP will be used by residents, community organizations, and leaders to facilitate positive and measurable change in Kiowa County/Region.

The process to create the PHIP started after Colorado passed the 2008 Public Health Reauthorization Act. It involved gathering data, evaluating the current capacity of the public health system, and prioritizing action. This process was undertaken in consideration of other community efforts working to improve the lives and health of Kiowa County residents and visitors.

After examining Kiowa County's data and conducting a structured prioritization process, the community identified two (2) priorities for enhanced focus over the next five years: Priority 1: Obesity, Priority 2: Chronic Disease.

The following document outlines information relating specifically to Kiowa County and the priority issues, and what the community will do to address these priorities. For each priority issue, goals, objectives, activities and participating community organizations are detailed. The strategies and approaches were selected based on their proven ability to impact change.

It will take the entire community as well as each individual to make a difference and create a healthy community for Kiowa County residents to live, learn and play. No single organization has the resources necessary to improve the significant issues outlined in this plan. As such, this plan represents the coordinated efforts of a communitywide movement.

Multiple agencies, organizations, and individuals were involved in work teams and committees that ensured the success of the community health assessment and creation of the PHIP. The goal is to capitalize on available resources and coordinate efforts to increase the efficiency and effectiveness of our public and environmental health initiatives.

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Kiowa County Overview

Kiowa County is located in Southeastern Colorado and border Kansas. Kiowa County covers 1,771 square miles and has 1,373 permanent residents. The County includes the towns and communities of Arlington, Brandon, Chivington, Eads, Haswell, Sheridan Lake, and Towner and is considered frontier.

Demographics

The demographics of Kiowa County residents and the state of Colorado are shown in the Table 1.

Table 1. Demographic Distribution of Kiowa County and Colorado, 2011			
		Kiowa County	Colorado
<i>Gender</i>			
	Male	695	50.1%
	Female	717	49.9%
<i>Age (years)</i>			
	0-19	346	27.0%
	20-44	329	35.1%
	45-64	442	26.6%
	65 and older	296	11.3%
<i>Race & Ethnicity</i>			
	White, non-Hispanic	95%	70.8%
	White, Hispanic	3%	18.9%
	Black		5.0%
	Asian/Pacific Islander		3.5%
	American Indian/Native Alaskan		1.9%

Education, Income and Employment

Kiowa County has a high school graduation rate of 88.2%, which is higher than the Colorado average of 77.3% and the Healthy People 2020 goal of 82.4% (Colorado Department of Education, 2011). Of Kiowa County residents 35% age 25 years and older have an associate's or bachelor's degree or higher, compared to 44.2% for the state as a whole (The American Community Survey, U.S. Census Bureau 2007-2011).

The median household income in Kiowa County is \$41,739 per year (U.S. Census Bureau, 2011). Kiowa County residents make up 14.9% that live below poverty level, compared to 13.4% for all Coloradans (U.S. Census Bureau, 2011). As of 2011, an estimated 9% of children under the age of 18 years in Kiowa County were living below the federal poverty level (U.S. Census Bureau, 2011). The unemployment rate in Kiowa County is 3.5% (Bureau of Labor Statistics, 2011).

The Collaborative members used qualitative results of the survey process to frame the story portrayed by the data gathered and discussion group observations. The survey results included the following sample observations.

- 36 respondents provided feedback on the most important health or medical issue confronting County residents. Selected responses included:
 - Obesity
 - Chronic disease including diabetes, heart disease, etc.
 - Drug, smoking & alcohol use/abuse
 - Lack of & cost of insurance
 - Healthcare: keeping providers & access to care
- Respondents provided their opinion related to the following medical and mental health issues in the County.

Answer Options	Not an issue	Minor issue	Moderate issue	Major issue	No opinion/don't know
Childhood vaccinations (flu, whooping cough)	14	16	10	8	13
Sexually transmitted diseases (education and testing services)	4	16	10	10	20
Teen birth rates/teen pregnancy	4	12	23	14	8
Mental health issues - depression, anxiety, grief, stress, bipolar	3	8	29	12	8
Suicide deaths	5	13	29	8	6
People making unhealthy food choices	1	4	29	17	6
Obesity	1	6	24	23	6

Eating disorders	4	21	16	4	16
No health insurance	1	12	22	19	5
Diabetes	2	4	30	20	4
Cancer	2	4	18	29	2
Flu/pneumonia	4	18	26	8	4

Based on these and other more detailed data, the attendees at the public meetings recommended the following opportunities to the Collaborative.

- Obesity
- Chronic Disease
- Lack of Recreational Facilities – indoor facilities (aerobic), including young population
- Lack of Mental Health /Substance Abuse Services & Counseling
- Daycare
- Public Awareness, Education, Involvement & Commitment

The Kiowa County Public Health community assessment identified the following needs as the highest priorities:

- Obesity
- Chronic disease (diabetes and heart disease)

Other issues and opportunities that were identified as important include:

- Public awareness
 - Education
 - Involvement and community commitment
- Lack of mental health/substance abuse services and counseling
- Lack of recreational facilities
 - Indoor facilities (aerobic), activities for the younger population
- Daycare

Process for Developing the Public Health Improvement Plan

This Kiowa County Public Health Improvement Plan is the result of a community-wide health assessment, capacity assessment and prioritization process that was led by Kiowa County Public Health. It was developed in partnership with a variety of organizations that impact the public health of Kiowa County residents. This PHIP was developed using the process and guidelines outlined in the 2009 Colorado Public Health Improvement Plan, the Public Health Act of 2008 and the Colorado Health Assessment and Planning System (CHAPS).

Prioritization Process

Public health priority areas were selected in partnership with Kiowa County Public Health, Weisbrod Memorial Hospital, and Southeast Health Group. Data on the health and environment of Kiowa County was shared with participants and a facilitated discussion and scoring process was used to systematically determine which issues should have a more intense focus over the next five years. The following criteria were considered in selecting public health priority areas:

- Significance to public health
 - Impacts a high number or percentage of residents
 - Contributes to health disparities (affects some subpopulations to a greater extent than others)
- Ability to impact the issue
 - Strategies exist that can be implemented locally to produce the desired outcome
 - There is community support and political will for change
- Capacity to address the issue
 - A local organization prepared to take the lead on the issue
 - Sufficient resources (funding, staff, expertise) are available or obtainable

Process for developing goals and strategies and gathering input

Internal and external stakeholders participated in the public health improvement planning process, including Kiowa County Public Health, Weisbrod Memorial Hospital, and Southeast Health Group. These participants included people who were needed to create and support measurable action plans for each of Kiowa County's priority areas.

Meetings were held to identify the factors contributing to the issue, discuss and select strategies to implement in the community and to create action steps that are linked to the goals and objectives, measurable outcomes, individuals leading and participating in implementation and how and when the steps will be evaluated.

A variety of sources were reviewed to identify evidence-based strategies and promising practices for addressing Kiowa County's health priorities including:

- The Colorado Department of Public Health and Environment (CDPHE)
- United States Census Bureau
- Centers for Disease and Control (CDC)
- US Department of Health and Human Services (DHHS)
- Health Resources and Services Administration (HRSA)
- County Health Rankings published by Robert Wood Johnson Foundation

Local Public Health System Capacity Assessment

There are many methods that can be used to assess public health system capacity and the way the results are displayed and described will depend upon the method employed. To assess system capacity, the following table estimates the capacity of Kiowa County Public Health and its partners to deliver the Core Public Health Services (Code of Colorado Regulation: 6 CCR 1014-7).

Table 2

	Core Public Health Services						
	Administration and Governance	Assessment, Planning and Communication	Vital Records and Statistics	Communicable Disease Prevention, Investigation and Control	Prevention and Population Health Promotion	Environmental Health	Emergency Preparedness and Response
Overview Personnel (FTE)	4 personnel 1.25 FTE	0 personnel 0 FTE	1 personnel 0.25 FTE		1 personnel 0.50 FTE		4 personnel 2.0 FTE
Total funding expended					\$55,760		\$80,467
Important Partnerships							
Areas of Strength	Strong network support within the local health care organization.						
Areas of Challenge	Turnover in director position in 2012 and 2013; Less funding to provide more services.	No dedicated staff	Vital records staff turnover in 2012	Changes in providing vaccinations due to Affordable Healthcare Act.			
Capacity Ranking		Moderate	Basic	Moderate	Need for increase to basic	Need for increase to basic	Moderate

Other	No BOH members have health or environmental health expertise.			IGA with Prowers County Public Health to provide core Public health services to Kiowa County.	Partnerships with Prowers, Bent and Otero Counties and Southeast health Group.	Partnerships with CDPHE and IGA with PCPHE for Environmental services.	Regional EPR trainer provided by Otero County and Regional Generalist is funded through Kiowa County.
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Goals and Strategies for Improving Community Health

The following action plans detail the initial steps that will be taken by Kiowa County Public Health and its partners over the next 5 years in each of the chosen priority areas.

Implementation of the strategies listed in the action plan will require the continued involvement of community stakeholders in order to be successful. Further identification and implementation of strategies will require ongoing partnerships to address each priority area and set measurable goals.

Priority Area #1: Decrease Obesity in adults and children

Despite Colorado's ranking as one of the leanest states in the nation, more than half of Colorado adults are overweight or obese. The proportion of Colorado adults who are obese more than doubled during the past 15 years, from 10.3% in 1996 to 21.4% in 2010. Obesity also threatens the health of future generations. Colorado ranks 29th in the United States in childhood obesity (ages 10-17).

According to the County Health rankings there were 25% of Kiowa County residents that were obese. These percentages were greater than the Colorado average of 20%.

Strategy: Improve the variety of health food options that are affordable for Kiowa County residents with limited resources.

- Increase access to physical activity
- Support local markets and restaurants to offer healthy food choices.
- Implement Healthy Eaters Lifelong Movers (HELM) in school districts by fall 2014.
- Provide outreach and support through the local WIC program, including the 5-2-1-0 program (**5** fruits and vegetables a day, **2** hours or less TV or screen time, **1** hour of physical activity, **0** sugary drinks)

- Continue to partner with Livewell, local School Districts and Department of Human Services.

Priority area #2: Chronic Disease (Diabetes and Heart disease)

According to the Health indicators warehouse, in the period 2006-2008 Kiowa County heart disease death rates were 251.2 per 100,000 compared to 145.8 per 100,000 in Colorado.

Kiowa County Public Health has a strong relationship with our community partners and that with working together we can achieve a common goal and provide opportunities for education and prevention focusing on diabetes and heart disease.

Strategy: Increase partnerships with key stakeholders to provide prevention programs and increase education regarding diabetes and health disease in Kiowa County.

- Increase awareness to the health factors that impact diabetes and heart disease through local media releases and campaigns.
- Enhance the quality of healthcare by improving prevention management.
- Diabetes and heart disease play a significant role in addressing the issues identified in priority #1.

Monitoring and Evaluation

Monitoring and evaluation for this plan shall occur as detailed in the project plans for each of the priority areas. Quarterly each priority area shall be assessed for achievement of objectives, emerging needs, and areas of continued improvement and/or expansion. As new data emerges, this data will be analyzed as part of that annual review. Emerging health needs may require the re-alignment of resources. Adaptability will be necessary to ensure positive impact on the health of Kiowa County residents. In the fifth year of this five-year plan, Kiowa County Public Health will conduct a comprehensive community health assessment, to ensure that new areas of need are identified and considered for prioritization in the subsequent five-year plan.

Coordination with the Colorado Department of Public Health and Environment and other Public Health System partners

OPTION 1: This plan was developed through the Colorado Health Assessment and Planning System (CHAPS), a structured system based on best practices and lessons learned through implementation of Colorado's Public Health Act of 2008. Kiowa

County's priorities of priority 1: Obesity, align with number six of the Colorado Winnable Battles. Priority #2 chronic disease has been identified in the community assessment process.

In Summary

Kiowa County Public Health is committed to providing services and resources to improve the quality of life and health for the residents of Kiowa County. KCPH continues to seek ways to develop and sustain funding sources for core public health services and innovative programs that can best serve the residents' needs.

Our goal is to build a community that is focused on health and a healthier life style. Partnerships with our stakeholders and other community members and organizations will define our success toward building and providing a healthy community. It will take all of us to change the face of Kiowa County and to make Kiowa County a healthier place to live, work, and play.